

STORE CLOSED
ALL DAY TODAY

WANAMAKER'S

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WEATHER
Cloudy

It Was Josh Billings, If We Remember Correctly

who said something like this:

"If a man is bitten twice by the same dog, that's about all that that man is fit for."

It must be puzzling at this present time for would-be purchasers of needful articles to form an opinion of the proper values of wearing apparel and other articles under the present conditions of insistence of their sellers and the numerous pretexts given.

The advertisements, however, prove the abundance of merchandise still on hand that was probably overpriced at the beginning of the season, or that buyers have overbought themselves.

Not a few of us learn only by experience.

Our many thousands of customers continue to encourage our efforts to make this establishment their servant, because we do not overvarnish our advertisements and because our goods are standards and priced at just prices, and all who are ignorant of proper values buy here, where best judges make their selections.

[Signed] *John Wanamaker*

August 7, 1920.

Paris Thought of Fall and Sent Beautiful Garnitures



Just about the most lovely things of the kind we have ever seen, and there are so many interesting novelties among them, too. We are very glad to have them this early, for many women are already planning handsome afternoon and evening gowns, and these garnitures are exactly what is needed.

You may have the most fascinating shoulder-strap bodices for evening gowns. They are entirely covered with sequins and in colors ranging from opalescent tints through gold, flame, blue to sapphire and black. Also there are delightful blouses for afternoon frocks. These are different from anything we have ever had.

Prices go from \$40 to \$100.

(Main Floor, Central)

THE Women's Fashion Salons will on Monday show some fine Autumn gowns. They are usually straight in line, with a leaning to the chemise type, but never before were chemise gowns so richly beaded or so distinguished in effect.

One navy blue cloth, cut straight and girdled, is beaded back and front with steel, jet and red beads.

A black chiffon blouse dress is one mass of beads; a violet-rose chiffon with a flame-colored girdle has steel and red beading; another tailored cloth has Roman striped ribbon used delightfully. Also there are rich black charmeuse gowns, beaded.

Prices \$110 to \$300.

(First Floor, Central)

A Fine Showing of New Pin Seal Handbags

We have just received a shipment of pin seal bags that is not only interesting in its variety but moderate in its prices.

Many shapes and many sizes, pleated and plain. Pouch bags, flat bags and semi-envelope effects. All silk lined, almost all with inner frames and some with safety catches.

Some of the newest styles have flexible nickel mountings. Prices \$5, \$6.50, \$8.75, \$7.50 and up to \$13.50.

(Main Floor, Chestnut)

WE HAVE never had more exquisite Paris blouses than may be seen now in the French Room. They are of handkerchief linen and batiste and voile—usually of voile, with handwork of fairy fineness, and on the finer ones abundance of real Valenciennes and real filet.

Prices are \$16.50 to \$45.

(Third Floor, Chestnut)

Nothing Like Blue Serge for Fall Days

Particularly if one intends to go to the seashore or mountains. There's a good selection of fine all-wool serges here now in both the lighter dress weight and the heavier weaves for suits, coats or capes. Prices begin as low as \$2 and go to \$5 a yard, 40 to 54 inches wide.

(First Floor, Chestnut)

On Monday—the Great Summer Shoe Sale

17,014 Pair of Men's and Women's High and Low Shoes Mostly at Half Price

We have held a great many shoe sales in this Store, and they have been good ones.

But no shoe sale that we ever held brought such extraordinary values as the sale that starts Monday morning.

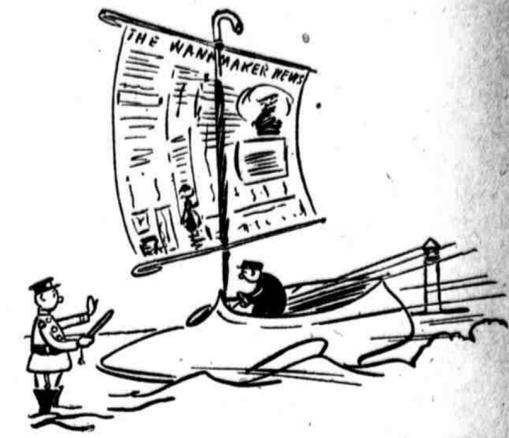
By actual count there are 17,014 pair of shoes in this great clearaway and they are all good shoes.

The majority of them are marked half price or less and the least you can save is a third.

There are low shoes such as every one wants for the next three months and some people want for the entire year around.

There are high shoes in advance Fall styles, all priced much lower than the same styles will be later.

Where sizes are incomplete, as in some groups, the extra values compensate for the extra time it takes to be fitted.



Women's Slippers at 75c

Odds and ends of boudoir slippers, moccasins and bathing shoes.

Women's Shoes at \$3.75

Odds and ends of white low shoes, bronze kidskin button shoes, black low shoes and white canvas lace shoes with rubber soles and wedge heels.

Women's Low Shoes at \$4.60

Patent leather and dull black leather tongue pumps with Louis heels.

Black calfskin oxfords with low heels. Patent leather tongue pumps with satin backs and Louis heels. Black suede tongue pumps with Louis heels. Colored kidskin tongue pumps with Louis heels.

Women's Low Shoes at \$5.60

Tongue pumps with turned soles and covered Louis heels in patent leather, black calfskin, dull and glazed black kidskin and brown kidskin, in many styles.

Louis heel oxfords in patent leather, black and brown kidskin and black suede.

Women's Low Shoes at \$7.60

White canvas oxfords with high or low heels. White buckskin oxfords with Cuban heels. Patent leather and dull leather tongue pumps with Louis heels. Patent leather and dull leather plain pumps with Cuban heels. Tan calfskin pumps with low Louis heels. Tan calfskin oxfords with military heels. Brown kidskin oxfords with Cuban heels. Black calfskin oxfords with Cuban heels.

Women's Low Shoes at \$7.75

Black calfskin plain pumps with turned soles and low Louis heels. Black calfskin oxfords with turned soles and Cuban heels.

Women's Low Shoes at \$9.75

Tan calfskin oxfords with Cuban heels. Brown and black kidskin oxfords with Cuban heels. Black suede and tan calfskin tongue pumps with turned soles and Louis heels. Patent leather tongue and plain pumps with turned soles and Louis heels. Patent leather and black suede oxfords with turned soles and Louis heels.

Women's High Shoes at \$7.60

Brown kidskin and patent leather lace shoes with satin tops and Louis heels. Patent leather button shoes with black cloth tops and Cuban heels.

Women's High Shoes at \$7.75

Black kidskin lace shoes with gray cloth tops and Louis heels.

Women's High Shoes at \$9.75

Patent leather lace with gray kidskin or silk vesting tops and Louis heels. Brown kidskin lace with brown oze calfskin tops and Louis heels. Brown kidskin button with brown cloth tops and Louis heels. All gray glazed kidskin lace with Louis heels. Brown kidskin lace with brown cloth tops and Louis heels. Patent leather button with gray kidskin tops and Louis heels. Black calfskin lace with fawn cloth tops and Cuban heels. Dull matt kidskin lace with Louis heels. Tan and black calfskin lace with Cuban heels. Tan calfskin lace with fawn cloth tops and Cuban heels.

Women's High Shoes at \$9

Black and tan calfskin lace with Cuban heels. Black and tan calfskin lace with military heels. (Women's Shoes on the First Floor, Market)

Men's Bath Slippers, 75c

1000 pair of good, sanitary bath slippers.

Men's Shoes at \$4.75

Odd lots of excellent high and low shoes, including some sports shoes.

Men's Shoes at \$7.25

A lot of "factory-hurt" high and low shoes. Splendid values for the man who gets his size.

Men's Shoes at \$7.75

An accumulation of fine high and low shoes in popular styles.

Men's Shoes at \$9.75

Brand-new Fall and Winter high shoes in black and tan calfskin and made on the newest lasts. They come from the factory that is generally conceded to be the leader in men's shoemaking and are much under regular price. Also at this price are some very fine low shoes, but only a limited lot of each style. (Men's Shoes on the Main Floor, Market)

THE STRENGTH OF THE AUGUST FURNITURE SALE IS THREEFOLD—THE BEST GOODS, THE LARGEST STOCK (BY FAR) AND THE SAFEST ECONOMIES

WHETHER you are making a new home or renewing an established one, common sense will tell you that the only furniture that it will pay you to put your money in is the furniture that carries in its materials and construction the substance of quality and good value. And if you appreciate beauty and harmony of design, as undoubtedly you

do, you will readily see that you will find these things at their best in the models left by the old fathers of cabinet making.

The question is—where can you find the best choice of furniture combining these essentials?

Our answer to that question is the August Furniture Sale that we are now holding.

Only one thing could

make possible such a sale as this, and that is the stock of furniture that is behind it. There is no such stock to be found anywhere outside of the Wanamaker Stores—no stock that begins to compare with the Wanamaker stock in magnitude, desirableness, varieties, soundness of quality and general beauty of design.

That being a recognized fact, it follows that it is

(Fifth, Sixth and Seventh Floors)

impossible to choose as well outside of the Wanamaker Sale as you can choose in it—nowhere else can you find anything like the same liberal selections of the most dependable and the most likable kinds of furniture.

The Wanamaker Sale is as real in its economies as any sale can be that is built upon the principles of quality first, last and always.

There may be other fur-

niture that "looks cheaper." There is none that is better for the money.

The Wanamaker Sale has never been, and, if we can help it, never shall be, a sale for people who want furniture that "looks cheap."

It must always be a sale for people who want furniture carrying the very substance of sound value for the money, furniture of the kind that proves a good investment, furniture that

unites the stability of good woods and fine workmanship with the spirit of gracefulness of all that is beautiful in the designs of the great cabinet workers of olden times. When it ceases to be a sale of that kind, it will be a Wanamaker Sale no longer.

So far, it is living well up to our ideal, backed with every piece of furniture in our possession at 10 to 50 per cent less than regular prices.

Such Unexpectedly Novel Shapes as Fall Hats Show

You can pick out a quaint Chinese headpiece, a bonny Scotch tam, straight brims and flaring brims and brims that are cut into strange shapes, with perhaps a wheel of many-colored ribbon to fill up the slit.

But one thing is certain, women will find these new hats very wearable right now and, by reason of the softness of materials and clever lines, wonderfully becoming.

In price one may choose anywhere from \$16.50 to \$38.

(Second Floor, Chestnut)

First to Arrive! Young Women's Fall Suits

Not one moment too soon either, for many young women are going northward for the remainder of the Summer and they naturally want a good-looking tailored suit to take with them.

You will notice that many of the materials are the same soft finished weaves that were so much in fashion last year. But the lines—that is where the difference lies, and there is a greater degree of trimming.

High choker collars of fur are on many of the smartest of these suits, beaver, nutria and squirrel being the favorites. As to prices—\$87.50 to \$238 is the range. Fourteen to twenty the sizes.

(Second Floor, Chestnut)



Japanese White Habutai A Special Importation

Just out of bond and in the quality known as "first choice," 6, 7, 8, 9 and 10 momme. This grade is scarce at the prices.

In the different weights it is used for linings, foundations, entire dresses, blouses, petticoats, negligees and so on. \$1.50 to \$3 a yard.

(First Floor, Chestnut)

Mattings and Linoleums, 10 to 40 Per Cent Less

One lot of Japanese matting, figured and plain, now marked \$19 a 40-yard roll, is 40 per cent less than the regular price.

59 heavy rush rugs have been reduced one-third to 40 per cent. These are in sizes 9x12 feet at \$19.75 and 8x10 feet at \$18.75.

Chinese mattings figured, \$19.50 and \$22.50 a roll, and in plain white at \$25, \$27.50 and \$37.50 a roll are all at least 10 per cent less than regular prices.

Inlaid linoleums now \$1.75 to \$4 a square yard and printed at 95c to \$1.35 a square yard represent a saving of 10 to 25 per cent.

(Seventh Floor, Chestnut)

New Table Cloths and Napkins of Sound Merit

Scotch goods, purchased months and months ago and now on sale for the first time at moderate prices.

Of pure flax and in a choice of round and oval designs of the scroll and floral type. Table cloths, 72x72 inches, \$12; 72x90 inches, \$15; 72x108 inches, \$18 each.

Napkins to match, 24x24 inches, \$16.50 a dozen.

(First Floor, Chestnut)

When You Get a Piano You Want the Best

that the price you pay will buy.

Of course, that applies in a general way to everything you buy, even to a paper of pins, but it is especially true in pianos.

If you don't get the best pins you haven't lost much, but if your piano is not satisfactory your loss is serious.

The money loss is a heavy one, and in addition to that there is the loss of the enjoyment you would have had out of a first-rate piano. You can't figure that in dollars and cents.



Chickering
Schmucker
Emerson
Lindeman

Knabe
Haines Bros.
Marshall and Wendel
J. C. Campbell

Here are eight of the best known pianos in America. Three of them rank among the little group of great pianos of the world. None of the eight is to be had anywhere in Philadelphia but at Wanamaker's.

If you get one of these instruments, or a player-piano or reproducing piano of the same make, you can count on satisfaction. You have the guarantee of a famous piano factory in any case and you have also the warranty of the Wanamaker Store.

(Egyptian Hall, Second Floor)